

South Carolina Statewide Lodging Outlook Report
July 2017

| | Occupancy Rate | | Average Room Rate | | RevPAR* | | Room Revenue | Rooms Available | Rooms Sold |
|--|-----------------|-------|-------------------|-------|-----------------|-------|--------------|-----------------|------------|
| Current Month: July 2017 | July 2017 | % Chg | July 2017 | % Chg | July 2017 | % Chg | % Chg | % Chg | % Chg |
| United States | 73.8% | -0.5% | \$130.85 | 1.4% | \$96.62 | 0.8% | 2.7% | 1.9% | 1.4% |
| South Atlantic** | 74.0% | -0.3% | \$123.84 | 2.3% | \$91.70 | 2.0% | 3.7% | 1.6% | 1.3% |
| South Carolina | 75.4% | -1.8% | \$140.82 | 1.3% | \$106.16 | -0.6% | 1.1% | 1.7% | -0.2% |
| Year-to-Date: January through July 2017 | Jan-Jul 2017 | % Chg | Jan-Jul 2017 | % Chg | Jan-Jul 2017 | % Chg | % Chg | % Chg | % Chg |
| United States | 66.6% | 0.5% | \$126.81 | 2.2% | \$84.46 | 2.7% | 4.5% | 1.8% | 2.3% |
| South Atlantic** | 69.9% | 1.1% | \$127.18 | 2.6% | \$88.84 | 3.8% | 5.3% | 1.5% | 2.7% |
| South Carolina | 67.2% | 2.2% | \$117.40 | 3.8% | \$78.92 | 6.1% | 7.5% | 1.3% | 3.6% |

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

Three Month Occupancy Outlook for South Carolina

| | | Aug 2017*** | Sep 2017 | Oct 2017 |
|---|---------------------------------------|----------------|-------------|-------------|
| STR, Inc. <i>From August 2017 Forecast Report</i> | Occupancy Forecast | 70.2% | 65.7% | 64.1% |
| | % Chg vs same month in 2016 | 1.9% | 0.9% | -0.5% |
| TravelClick <i>From Bookings as of 8/19/17</i> | Occupancy from Current Bookings | 56.2% | 19.4% | 9.9% |
| | % Chg vs same month in 2016 | 2.6% | -8.7% | -0.5% |

Source: STR, Inc. and TravelClick

*** A rare, total, solar eclipse occurred on August 21st 2017 and South Carolina is one of a handful of states in the path of totality. The forecast model of STR Inc reflects historical data and not special future events such as an eclipse. Actual South Carolina occupancy may be up significantly for August 2017.